

# 2018-2023 Global Mobile Backend As A Service (BaaS) Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Mobile Backend As A Service (BaaS) market for 2018-2023.

Mobile backend as a service (MBaaS), also known as "backend as a service" (BaaS), is a model for providing web app and mobile app developers with a way to link their applications to backend cloud storage and APIs exposed by back end applications while also providing features such as user management, push notifications, and integration with social networking services. These services are provided via the use of custom software development kits (SDKs) and application programming interfaces (APIs). North America was the largest market with a market share of 46.75% in 2012 and 43.26% in 2016 with a CAGR of 97%. China ranked the second place with the market share of 19.87% in 2016.

Nowadays, the top three companies make up more than 7.15% market share of the Mobile Backend as a Service (BaaS) revenue market in 2016, and the world's large enterprises are mainly concentrated in North America. The top three manufacturers are Microsoft Corporation, Kony, Kinvey. They respectively with global production market share as 2.43%, 2.37% and 2.35% in 2016.

The Mobile Backend as a Service (BaaS) market has been increased in accordance with the economy and technology development. With the fierce competition of the market, the manufacturers are had better make sure that their services with high performance and quality. Following the market trends, access to greater competitive advantage, concerning more on their R&D and services to get a bigger market share. Over the next five years, LPI(LP Information) projects that Mobile Backend As A Service

(BaaS) will register a 45.7% CAGR in terms of revenue, reach US\$ 68400 million by 2023, from US\$ 7160 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Mobile Backend As A Service (BaaS) market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Android

iOS

Segmentation by application:

Data and Application Integration

Identity and Access Management

Usage Analytics

Support and Maintenance Service

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Oracle Corporation

IBM Corporation

Microsoft Corporation

Kony

Kinvey

Anypresence

Appcelerator

Built.io

KII Corporation

Cloudmine

Parse

Feedhenry

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## Research objectives

To study and analyze the global Mobile Backend As A Service (BaaS) market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Mobile Backend As A Service (BaaS) market by identifying its various subsegments.

Focuses on the key global Mobile Backend As A Service (BaaS) players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Mobile Backend As A Service (BaaS) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Mobile Backend As A Service (BaaS) submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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